PRINCE EDWARD ISLAND

1986 INBOUND SURVEY

FIRST-TIME VISITORS

(May 15 - October 31)

Department of Tourism and Parks
Department of Regional Industrial Expansion
May, 1987

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DEPARTMENT OF TOURISM AND PARKS

1986 INBOUND SURVEY
FIRST-TIME VISITORS

FOREWORD

This report presents findings obtained from a survey of tourists preparing to enter Prince Edward Island by auto or recreation vehicle between May 15 and October 31, 1986. The information derived from the survey represents a continuation of the data collection process which was introduced in 1971 in the form of comprehensive, full-season air and auto exit surveys. The 1986 survey concentrated on the expectations and motivations of first-time visitors. For a more detailed explanation of methodology, please refer to Appendix II.

The 1986 data, while not restricted to specific users, will hopefully be used by individuals familiar with the limitations of application. The data will be used within the department for specific tourism planning/marketing purposes in addition to ongoing economical sectoral analysis.

The department is indebted to Tourism Canada, C.N. Marine and Northumberland Ferries Ltd. for their co-operation.

For the purpose of the surveys the following definitions apply:

1. **Tourist** - A non-resident person who visits the province for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. **Party** - One or more persons travelling together as a unit. For auto and recreation vehicle travellers, a unit is considered to include all persons travelling in a single vehicle.

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1986 INBOUND FIRST-TIME VISITORS SURVEY
AUTO/RECREATION VEHICLE ONLY
MAY 15 - OCTOBER 31, 1986
HIGHLIGHTS

May 29, 1987

I. GENERAL

Introduction

In 1986, a survey was conducted to find out what **first-time visitors** know about the Island, why they visit, what motivates them to come, and what specific things they expect to see and do. The survey was limited to persons **travelling for pleasure**. Seasonal differences were also to be explored. The seasons are defined as follows:

Spring	May 15	- June 11
Summer	June 12	- September 12
Fall	September 13	- October 31

The survey was conducted at Cape Tormentine, N.B. and Caribou, N.S. from May 15 to October 31, 1986. Only visitors travelling by automobile, pick-up truck or recreational vehicle were interviewed. A total of 4,060 interviews were carried out. 1,721 at Cape Tormentine, 2,338 at Caribou.

Who are the First-time Visitors?

Not surprisingly, very few of the Island's vacationing first-time visitors are from New Brunswick or Nova Scotia. In 1986, American visitors made up about 60% of the total sample in the spring and summer and over 70% in the fall with New England accounting for about one-quarter of these. Ontario provided most of the remainder. (Table I.C)

In the summer, 40% are 55 years of age or older and this percentage increases to 55% in the spring and 66% in the fall. (Table I.F) Somewhat surprisingly, families with children make up only 26% of first-time visitors in the summer and only 5% in the spring and fall whereas couples account for over 60% in all seasons, reaching a high of 80% in the fall. (Table I.I)

The main "income earner" for over one in three parties is retired (over half in the fall). The next largest group consists of professional, technical and related workers and accounts for one in four. (Table I.H)

Why Do They Come?

Some 80% of first-time visitors give "sightseeing" as the main purpose of their trip to P.E.I. with the percentage increasing to 90% in the fall. A further 4% come primarily to visit friends and relatives, considerably fewer than the 25-30% of repeat visitors who do so. (Table I.L)

Interestingly, only 7% describe their trip as "a P.E.I. vacation." Nearly two-thirds see it as part of a Maritime vacation and one-quarter as part of a Canadian one. (Table I.M)

Recommendations of friends and relatives are the primary influencers resulting in first-time visits to the Island, with curiosity also a major factor. A wide variety of publications, ads, articles and other mentions on TV or radio and in the print media are cited as main influencers, though less often. In 1986, 20 of those interviewed were on their honeymoon, 139 were influenced by the Anne movie on TV and 80 said they had come because of the Anne books; 18 attributed their decision to the favorable exchange rate; 46 to terrorism in Europe. (Table I.O)

When Do They Decide to Come?

Forty percent of first-time visitors to the Island make the decision to come less than two months before they set out, with a higher percentage taking spur-of-the-moment trips in the fall than in the spring or summer. A still significant 15% have made their decision more than eight months in advance. (Table I.P)

How Long Will They Stay?

One out of ten parties is just visiting the Island for the day, the other nine will stay one or more nights. Only one quarter of the latter have made reservations before coming if arriving during the summer and only one eighth of those visiting in the spring and fall. The average visit will be just over two days if in the fall, three days in the spring or summer. (Tables I.Q, R and T)

Where Will They Stay?

Campgrounds attract 35% of the first-time overnight spring visitors, 30% of the summer ones and 10% of the hardier ones who visit in the fall. Cabins and cottages will be used by 10-13% of those who come in the spring and summer, but by very few in the fall. Hotels/motels will attract about 40% in the spring and summer but double that in the fall. Bed and breakfast, inns, farm vacations, and other smaller establishments are the choice of 7 or 8%. (Table I.S)

II. INFORMATION ABOUT P.E.I.

Have They Read or Heard About P.E.I.?

Half of the first-time visitors claim to recall "advertising" concerning the Island. Three-quarters of these believe it was print advertising or editorial material; a few recall TV material. (Tables II. A and B.)

A great variety of newspapers and magazines are given as the sources of advertising information. Those most often mentioned in 1986 were Canadian Living, Travel & Leisure, the Ottawa Citizen, Yankee, Coupe de Pouce, the New Yorker, the Montreal Gazette and La Presse. Editorial information was most frequently attributed to the National Geographic, the Toronto Star, the Boston Globe, the New York Times, the Readers Digest, AAA literature and Chatelaine. Half of those who see advertising or editorial material consider that it does have an influence on their decision. (Table II. C, D and E)

Do They Obtain Tourist Literature About P.E.I.

Nearly 70% of first-time auto/RV visitors obtain tourist literature before their arrival. The major sources are AAA, the P.E.I. tourism department mail package and Aulac and Caribou Visitor Information Centres. The other most significant sources are friends and relatives, Nova Scotia tourism information centres, and CAA. (Tables II. F and G)

III. EXPECTATIONS CONCERNING P.E.I.

What Are Their General Expectations?

Virtually all first-time visitors have certain general expectations or impressions of P.E.I. before they come. Most of these are reasonably accurate and few visitors appear to be faced with any basic disappointment or disillusionment. Most often mentioned are farming and potato fields, picturesqueness, sandy beaches, fishing villages, red soil, greenness, coastal inlets, bays and rivers, and restfulness and relaxation. A number, who expect the Island to be "densely populated" or "mountainous" may be pleasantly surprised with the reality; those expecting an "English atmosphere" may or may not find what they expect. (Table III. A)

What Type of Landscape Do They Expect?

Among them, they expect flatness, rolling hills, green countryside with most of it farmland, picturesqueness, rocky terrain and red soil. (Table III. B)

What Sort of Beaches?

Forty percent expect white sandy beaches, many expect the beaches to be of red sand or rocky or picturesque, uncrowded and clean and too cold for swimming. (Table III. C)

What Do They Expect The People To Be Like?

The great majority expect the people to be friendly, warm and cooperative and receptive to tourists. A few expect them to be inhospitable. The most frequently mentioned ethnic origins expected are English-Irish, Scottish and French. (Table III. D)

And the Restaurants?

Half of the first-time visitors expect to find lobster and other seafood in the restaurants. They expect the food to be of good quality, they expect clean, simple and nice home cooking but some expect it to be high priced. A few do not expect much, believing they will find mediocre restaurants or perhaps few restaurants as they believe most people eat in their homes. (Table III. E)

What Size do They Expect the Island to be?

Nearly half of the first-time visitors know the approximate dimensions of the Island; one in four claims to have no idea and one in five believes it to be much smaller than it is. Fewer have much idea as to the population: 44% claim to have no idea; a further 27% believe it to be much higher or lower than it is. (Table III. F and G)

What are the Main Industries?

Fishing, farming and tourism are most frequently identified as the main industries. Visitors have no significant misconceptions. (Table III. H)

How Modern is P.E.I.?

About 70% expect P.E.I. to be modern or very modern. A few expect it to be English or conservative or quaint and old fashioned. Very few claim to have no idea. (Table III. I)

IV. SPECIFIC DESTINATIONS/ATTRACTIONS

What are Their Intended Destinations?

One in four have no specific destination in mind. Of those who do: 60% of summer visitors and 70% of spring and fall visitors name Charlottetown; 57% of summer visitors, 53% in spring and 44% in fall name the north central region; about 10% name Summerside. (Tables IV. A and B)

What are the Reasons for Their Choices?

As would be expected, a great variety of reasons are given for the choice of destination. Those most often given are directly related to accommodations although sizeable numbers plan to visit the capital or the National Park or "Anne's House" (Green Gables), or to sightsee or to be near the beaches or to attend the Charlottetown Festival. They obtain information concerning their desired destinations from many sources, chief among them being P.E.I. tourism literature, friends and relatives, AAA, CAA, Anne books and their own acquired knowledge of the Island. (Tables IV. C, D, E and F)

What Specific Attractions do They Expect to Visit?

Two out of three first-time visitors plan to visit specific attractions or types of attractions and they identify a wide range of them. In 1986, those named most frequently were:

- Spring : Green Gables/Cavendish/National Park, Charlottetown Festival, beaches, Woodleigh Replicas, fishing villages;
- Summer : Green Gables/Cavendish/National Park, Charlottetown Festival, lobster suppers, Woodleigh Replicas, beaches, Confederation Centre;

- Fall : Green Gables/Cavendish/National Park, the scenic drives, Woodleigh Replicas, Confederation Centre.

Many others were named, some by as few as one or two parties. They included various commercial attractions, golf courses, scenic villages, heritage and cultural attractions, tours, events, handcrafts and shops. Reasons for choices and sources of information are similarly varied. (Tables IV. H, I and J)

What Activities Do They Plan to Participate in?

Activities most often named vary only slightly by season. In 1986 they were:

- Spring : sightseeing, lobster suppers, eating seafood, going to the beach, golfing, taking pictures and relaxing;
- Summer : sightseeing, lobster suppers, going to the beach, eating seafood, shopping, swimming, relaxing and visiting craft and gift shops;
- Fall : sightseeing, lobster suppers, eating seafood, shopping, visiting craft and gift shops, visiting Green Gables and taking pictures.

Many first-time visitors may have specific activities in mind before they reach the Island. (Table IV. K.) Some of those most frequently mentioned follow. The number beside each represents the number of those surveyed in 1986 who named that activity; the number in parentheses shows what percentage of respondents that represents.

Sightseeing	3,038	(77.6)	Visiting craft/gift shops	210	(5.4)
Lobster suppers	1,040	(26.6)	Golfing	164	(4.2)
Eating seafood	544	(13.9)	Deep sea fishing	144	(3.7)
Going to the beach	726	(18.5)	Trout fishing	136	(3.5)
Swimming	229	(5.8)	Having a meal	135	(3.4)
Visiting attractions	312	(8.0)	Visiting friends/relatives	132	(3.4)
Relaxing	256	(6.5)	Talking to local people	120	(3.1)
Taking pictures	243	(6.2)	Visting Green Gables	101	(2.6)

1986 INBOUND VISITOR SURVEY
AUTO/RECREATION VEHICLE ONLY

MAY 15 - OCTOBER 31

I. GENERAL

I.A. SEASON

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
TOTAL PARTIES	333	8.2	3086	76.0	641	15.8	4060	100.0

I.B. POINT OF ENTRY

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Tormentine	136	40.8	1172	38.0	413	64.4	1721	42.4
Caribou	197	59.2	1913	62.0	228	35.6	2338	57.6
TOTAL	333	100.0	3085	100.0	641	100.0	4059	100.0

I.C. PROVINCE/REGION OF ORIGIN

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Nova Scotia	3	0.9	22	0.7	9	1.4	34	0.8
New Brunswick	1	0.3	9	0.3	7	1.1	17	0.4
Newfoundland	5	1.5	163	5.3	3	0.5	171	4.2
Quebec	10	3.0	82	2.7	13	2.0	105	2.6
Ontario	63	18.9	816	26.4	100	15.6	979	24.1
Other Canada	35	10.5	166	5.4	49	7.6	250	6.2
New England	38	11.4	449	14.5	82	12.8	569	14.0
Other U.S.A.	166	49.8	1350	43.7	370	57.7	1886	46.5
Other Foreign	12	3.6	29	0.9	8	1.2	49	1.2
TOTAL	333	100.0	3086	100.0	641	100.0	4060	100.0

I.D. COUNTRY OF ORIGIN

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Canada	117	35.1	1258	40.8	181	28.2	1556	38.3
U.S.A.	204	61.3	1799	58.3	452	70.5	2455	60.5
Other Country	12	3.6	29	0.9	8	1.2	49	1.2
TOTAL	333	100.0	3086	100.0	641	100.0	4060	100.0

I.E. SEX OF RESPONDENT

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Male	233	70.0	2315	75.1	453	70.7	3001	74.0
Female	100	30.0	768	24.9	188	29.3	1056	26.0
TOTAL	333	100.0	3083	100.0	641	100.0	4057	100.0

I.F. AGE OF RESPONDENT

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Under 20	3	0.9	21	0.7	1	0.2	25	0.6
20-24	23	6.9	139	4.5	14	2.2	176	4.3
25-29	29	8.7	233	7.6	15	2.4	277	6.8
30-34	22	6.6	262	8.5	17	2.7	301	7.4
35-39	15	4.5	334	10.8	28	4.4	377	9.3
40-44	19	5.7	404	13.1	51	8.0	474	11.7
45-54	38	11.4	477	15.5	90	14.2	605	14.9
55-64	101	30.3	638	20.7	164	25.8	903	22.3
65 & Over	83	24.9	575	18.7	256	40.3	914	22.6
TOTAL	333	100.0	3083	100.0	636	100.0	4052	100.0

I.G. OCCUPATION OF RESPONDENT

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Pro. Tech & Related Workers	69	20.8	826	26.8	110	17.2	1005	24.8
Farmers & Farm Managers	1	0.3	44	1.4	5	0.8	50	1.2
Managers, Officials & Proprietors	27	8.1	347	11.3	65	10.1	439	10.8
Clerical & Related Workers	12	3.6	127	4.1	17	2.7	156	3.9
Sales Workers	4	1.2	114	3.7	20	3.1	138	3.4
Craftsmen, Foremen & Related Workers	16	4.8	226	7.3	29	4.5	271	6.7
Operatives & Related Workers	9	2.7	110	3.6	8	1.2	127	3.1
Private Household Workers	1	0.3	4	0.1	0	0.0	5	0.1
Service Workers except Private Homes	8	2.4	104	3.4	4	0.6	116	2.9
Farm Labourers & Farm Foremen	0	0.0	0	0.0	5	0.8	5	0.1
Labourers except Farm & Mine	5	1.5	44	1.4	5	0.8	54	1.3
Student	21	6.3	72	2.3	2	0.3	95	2.3
Housewife	10	3.0	125	4.1	21	3.3	156	3.9
Retiree	139	41.9	873	28.4	346	54.0	1358	33.5
Military	5	1.5	29	0.9	2	0.3	36	0.9
Unemployed	3	0.9	14	0.5	2	0.3	19	0.5
Other	2	0.6	19	0.6	0	0.0	21	0.5
TOTAL	332	100.0	3078	100.0	641	100.0	4051	100.0

I.H. OCCUPATION OF MAIN INCOME EARNER

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Pro. Tech & Related Workers	82	24.6	908	29.4	116	18.1	1106	27.2
Farmers & Farm Managers	3	0.9	50	1.6	7	1.1	60	1.5
Managers, Officials & Proprietors	26	7.8	385	12.5	73	11.4	484	11.9
Clerical & Related Workers	8	2.4	113	3.7	14	2.2	135	3.3
Sales Workers	5	1.5	119	3.9	20	3.1	144	3.5
Craftsmen, Foremen & Related Workers	16	4.8	257	8.3	32	5.0	305	7.5
Operatives & Related Workers	16	4.8	127	4.1	9	1.4	152	3.7
Private Household Workers	1	0.3	1	0.0	0	0.0	2	0.0
Service Workers except Private Homes	13	3.9	100	3.2	7	1.1	120	3.0
Farm Labourers & Farm Foremen	0	0.0	0	0.0	5	0.8	5	0.1
Labourers except Farm & Mine	5	1.5	48	1.6	7	1.1	60	1.5
Student	9	2.7	44	1.4	2	0.3	55	1.4
Housewife	1	0.3	11	0.4	0	0.0	12	0.3
Retiree	136	40.8	863	28.0	344	53.7	1343	33.1
Military	5	1.5	32	1.0	2	0.3	39	1.0
Unemployed	2	0.6	9	0.3	1	0.2	12	0.3
Other	5	1.5	18	0.6	2	0.3	25	0.6
TOTAL	333	100.0	3085	100.0	641	100.0	4059	100.0

I.I. PARTY COMPOSITION

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
One Person Alone	39	11.7	64	2.1	10	1.6	113	2.8
One Family with Children	14	4.2	766	24.8	29	4.5	809	19.9
Two Families with Children	3	0.9	39	1.3	1	0.2	43	1.1
Organized Group	1	0.3	3	0.1	3	0.5	7	0.2
One Couple Alone	194	58.3	1670	54.2	425	66.3	2289	56.4
Two or More Couples	22	6.6	230	7.5	91	14.2	343	8.5
Group of Friends	56	16.8	287	9.3	79	12.3	422	10.4
Other	4	1.2	25	0.8	3	0.5	32	0.8
TOTAL	333	100.0	3084	100.0	641	100.0	4058	100.0

I.J. PARTY SIZE

SEASON	Parties	%	PARTY SIZE	PERSONS	%
Spring	333	8.21	2.4054	801	7.29
Summer	3,084	76.00	2.7795	8,572	77.97
Fall	641	15.80	2.5289	1,621	14.74
TOTAL	4,058	100.00	2.7092	10,994	100.00

I.K. TYPE OF VEHICLE

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Car only	223	67.0	2061	66.8	502	78.3	2786	68.6
Pickup Truck only	14	4.2	114	3.7	17	2.7	145	3.6
Motorhome	33	9.9	265	8.6	36	5.6	334	8.2
Truck Camper	8	2.4	67	2.2	17	2.7	92	2.3
Travel Trailer	19	5.7	148	4.8	9	1.4	176	4.3
Tent Trailer	2	0.6	44	1.4	1	0.2	47	1.2
Van	31	9.3	375	12.2	57	8.9	463	11.4
Other	3	0.9	12	0.4	2	0.3	17	0.4
TOTAL	333	100.0	3086	100.0	641	100.0	4060	100.0

I.L. PURPOSE OF TRIP

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Visiting Friends and Relatives	19	5.7	104	3.4	33	5.2	156	3.8
Beach/Water Activities	2	0.6	133	4.3	6	0.9	141	3.5
Cultural Vacation	20	6.0	96	3.1	2	0.3	118	2.9
Land Recreation	8	2.4	44	1.4	0	0.0	52	1.3
Sporting Events	0	0.0	7	0.2	5	0.8	12	0.3
Getting Away From It All	14	4.2	165	5.4	13	2.0	192	4.7
Sightseeing	262	78.7	2479	80.4	578	90.3	3319	81.8
Other	8	2.4	54	1.8	3	0.5	65	1.6
TOTAL	333	100.0	3082	100.0	640	100.0	4055	100.0

I.M. TYPE OF VACATION

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
A Canadian Vacation	110	33.0	797	25.8	212	33.2	1119	27.6
A Maritime Vacation	196	58.9	2000	64.9	376	58.9	2572	63.4
A P.E.I. Vacation	15	4.5	227	7.4	50	7.8	292	7.2
Other	12	3.6	60	1.9	0	0.0	72	1.8
TOTAL	333	100.0	3084	100.0	638	100.0	4055	100.0

I.N. REASON FOR CONSIDERING P.E.I.

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Recommended by Friends and Relatives	92	27.6	936	30.4	140	21.9	1168	28.8
Visit Friends and Relatives	14	4.2	125	4.1	21	3.3	160	3.9
Curiosity	64	19.2	613	19.9	133	20.8	810	20.0
Part of Across Country Trip	19	5.7	72	2.3	20	3.1	111	2.7
To See All Ten Provinces	7	2.1	66	2.1	18	2.8	91	2.2
Part of a Maritime Tour	30	9.0	268	8.7	100	15.7	398	9.8
Seafood, Lobster	8	2.4	19	0.6	2	0.3	29	0.7
P.E.I. Map	4	1.2	17	0.6	1	0.2	22	0.5
Info on Beaches in Magazines, Newspapers	0	0.0	27	0.9	1	0.2	28	0.7
Anne Books	9	2.7	64	2.1	23	3.6	96	2.4
Articles in National Geographic	1	0.3	10	0.3	1	0.2	12	0.3
Articles 'AARP' - Modern Maturity	2	0.6	2	0.1	1	0.2	5	0.1
TV Ads	1	0.3	12	0.4	10	1.6	23	0.6
Honeymoon	0	0.0	19	0.6	9	1.4	28	0.7
In the Vicinity	21	6.3	265	8.6	46	7.2	332	8.2
Anne Movie TV	4	1.2	43	1.4	9	1.4	56	1.4
AAA Literature	1	0.3	15	0.5	9	1.4	25	0.6
US Exchange Rate Too High	1	0.3	8	0.3	0	0.0	9	0.2
Ferry Ride	1	0.3	7	0.2	4	0.6	12	0.3
PEI Literature, Brochures, etc.	3	0.9	30	1.0	5	0.8	38	0.9
Other Canadian Travel Agents, TIC'S	0	0.0	3	0.1	0	0.0	3	0.1
Desire to See Eastern Canada	21	6.3	163	5.3	36	5.6	220	5.4
Heritage-Family Connections	7	2.1	50	1.6	12	1.9	69	1.7
Articles in Magazines, Papers	14	4.2	132	4.3	10	1.6	156	3.8
Advertising in Magazines, Papers	3	0.9	67	2.2	13	2.0	83	2.0
West Coast Too Crowded	4	1.2	28	0.9	1	0.2	33	0.8
Other	2	0.6	23	0.7	13	2.0	38	0.9
TOTAL	333	100.0	3084	100.0	638	100.0	4055	100.0

I.O. MAIN influence for decision to visit P.E.I.

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
AAA Literature	6	1.9	33	1.1	8	1.3	47	1.2
Curiosity	45	14.1	541	17.8	152	23.8	738	18.5
TV Ads	11	3.4	76	2.5	34	5.3	121	3.0
Chatelaine	2	0.6	3	0.1	0	0.0	5	0.1
Honeymoon	1	0.3	11	0.4	8	1.3	20	0.5
Readers Digest	0	0.0	6	0.2	0	0.0	6	0.2
Anne Books	2	0.6	56	1.8	22	3.4	80	2.0
Anne Movie	8	2.5	115	3.8	16	2.5	139	3.5
Part of a Canadian Tour	15	4.7	69	2.3	24	3.8	108	2.7
In the Vicinity	22	6.9	165	5.4	25	3.9	212	5.3
Charlottetown Summer Festival	0	0.0	6	0.2	1	0.2	7	0.2
Part of an Eastern Canada Tour	9	2.8	64	2.1	25	3.9	98	2.5
Part of a Maritime Tour	16	5.0	125	4.1	43	6.7	184	4.6
Friends and Relatives	97	30.3	1049	34.6	205	32.1	1351	33.8
Go Somewhere Cool	10	3.1	33	1.1	2	0.3	45	1.1
Came with Friends	4	1.3	29	1.0	9	1.4	42	1.1
Pictures of P.E.I. in Magazines	4	1.3	34	1.1	2	0.3	40	1.0
Ads - Articles on Seafood	0	0.0	33	1.1	1	0.2	34	0.9
US Exchange Rate	2	0.6	13	0.4	3	0.5	18	0.5
Ad in National Geographic	3	0.9	17	0.6	3	0.5	23	0.6
Ferry Ride	1	0.3	16	0.5	3	0.5	20	0.5
PEI Literature, Brochures, etc.	21	6.6	37	1.2	4	0.6	62	1.6
Info on Beaches - Magazines, Newspapers	1	0.3	76	2.5	3	0.5	80	2.0
Info on Anne House - Magazines, Newspapers	1	0.3	26	0.9	1	0.2	28	0.7
Our Heritage, Family Connections	10	3.1	27	0.9	6	0.9	43	1.1
Terrorism in Europe	10	3.1	35	1.2	1	0.2	46	1.2
Literature on Attraction	1	0.3	22	0.7	2	0.3	25	0.6
Magazine Articles, Newspapers, etc.	9	2.8	252	8.3	24	3.8	285	7.1
Other	9	2.8	65	2.1	12	1.9	86	2.2
TOTAL	320	100.0	3034	100.0	639	100.0	3993	100.0

I.P. WHEN DID YOU DECIDE TO COME TO P.E.I.

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
0-2 Weeks	52	15.7	340	11.0	131	20.5	523	12.9
2 Weeks - 2 Months	93	28.0	827	26.8	172	27.0	1092	26.9
2-4 Months	64	19.3	671	21.8	116	18.2	851	21.0
4-8 Months	47	14.2	530	17.2	115	18.0	692	17.1
8+ Months	51	15.4	472	15.3	86	13.5	609	15.0
While in New England	4	1.2	19	0.6	1	0.2	24	0.6
While outside Maritimes	7	2.1	25	0.8	7	1.1	39	1.0
While in Maritimes	14	4.2	201	6.5	10	1.6	225	5.5
TOTAL	332	100.0	3085	100.0	638	100.0	4055	100.0

I.Q. STAYING OVERNIGHT

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Yes	306	91.9	2849	92.4	506	79.1	3661	90.2
No	27	8.1	235	7.6	134	20.9	396	9.8
TOTAL	333	100.0	3084	100.0	640	100.0	4057	100.0

Note: The following 3 tables give information on those respondents who answered "yes" in the above table.

I.R. MADE RESERVATIONS

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Yes	32	10.6	740	26.0	84	16.6	856	23.4
No	271	89.4	2103	74.0	422	83.4	2796	76.6
TOTAL	303	100.0	2843	100.0	506	100.0	3652	100.0

I.S. ACCOMMODATION TYPE

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Hotel, Motel	91	37.0	1197	44.3	385	76.7	1673	48.5
Cabin, Cottage	26	10.6	353	13.0	6	1.2	385	11.1
Tourist Home	29	11.8	178	6.6	30	6.0	237	6.9
Farm Vacation	0	0.0	18	0.7	3	0.6	21	0.6
Vacation Home (owned, borrowed)	5	2.0	8	0.3	0	0.0	13	0.4
Friends, Relatives	8	3.3	78	2.9	20	4.0	106	3.1
Federal Camp	11	4.5	220	8.1	4	0.8	235	6.8
Provincial Camp	52	21.1	274	10.1	16	3.2	342	9.9
Commercial Camp	22	8.9	322	11.9	29	5.8	373	10.8
Other	2	0.8	57	2.1	9	1.8	68	2.0
TOTAL	246	100.0	2705	100.0	502	100.0	3453	100.0

I.T. LENGTH OF STAY

SEASON	Parties	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
Spring	308	8.44	2.9481	908	8.37
Summer	2835	77.71	3.1118	8822	81.28
Fall	505	13.84	2.2257	1124	10.36
TOTAL	3648	100.00	2.9753	10854	100.00

II. INFORMATION ABOUT P.E.I.

II.A. RECALL ADVERTISING ABOUT P.E.I.

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Yes	184	55.3	1605	52.1	276	43.1	2065	50.9
No	149	44.7	1478	47.9	365	56.9	1992	49.1
Total	333	100.0	3083	100.0	641	100.0	4057	100.0

Note: The following 4 tables give information on those respondents who answered "yes" in the above table.

II.B. TYPE OF INFORMATION SEEN

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Don't Remember	29	16.2	224	14.3	41	15.1	294	14.6
Advertising	28	15.6	194	12.4	17	6.3	239	11.8
Editorial	102	57.0	965	61.5	175	64.3	1242	61.5
TV	11	6.1	53	3.4	0	0.0	64	3.2
Other	9	5.0	133	8.5	39	14.3	181	9.0
TOTAL	179	100.0	1569	100.0	272	100.0	2020	100.0

II.C. ADVERTISING - NAME OF PAPER/MAGAZINE

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Canadian Living	0	0.0	47	24.2	3	17.6	50	20.9
Coup de Pouce	3	10.7	15	7.7	0	0.0	18	7.5
L'Actualite	0	0.0	4	2.1	0	0.0	4	1.7
Yankee	4	14.3	16	8.2	2	11.8	22	9.2
AAA World	2	7.1	5	2.6	0	0.0	7	2.9
Touring & Travel	0	0.0	2	1.0	0	0.0	2	0.8
New Yorker	1	3.6	12	6.2	0	0.0	13	5.4
Travel & Leisure	11	39.3	22	11.3	2	11.8	35	14.6
Windsport	0	0.0	4	2.1	0	0.0	4	1.7
Windrider	0	0.0	2	1.0	0	0.0	2	0.8
Golf	0	0.0	3	1.5	0	0.0	3	1.3
Outdoor Canada	0	0.0	3	1.5	1	5.9	4	1.7
Salt Water Sports	0	0.0	0	0.0	1	5.9	1	0.4
Vip Traveler	0	0.0	0	0.0	1	5.9	1	0.4
Cornwall Standard	0	0.0	2	1.0	0	0.0	2	0.8

Brockville Recorder	0	0.0	2	1.0	0	0.0	2	0.8
Kingston Whig	0	0.0	1	0.5	2	11.8	3	1.3
Belleville Interviewer	0	0.0	1	0.5	0	0.0	1	0.4
Ottawa Citizen	1	3.6	21	10.8	2	11.8	24	10.0
Montreal Gazette	3	10.7	7	3.6	1	5.9	11	4.6
Atlantic Direct Mail	0	0.0	2	1.0	0	0.0	2	0.8
Equinox	2	7.1	7	3.6	0	0.0	9	3.8
La Presse	1	3.6	9	4.6	1	5.9	11	4.6
Le Soleil	0	0.0	3	1.5	1	5.9	4	1.7
Insert-Source Unknown	0	0.0	1	0.5	0	0.0	1	0.4
Le Droit	0	0.0	1	0.5	0	0.0	1	0.4
Halifax Herald	0	0.0	2	1.0	0	0.0	2	0.8
TOTAL	28	100.0	194	100.0	17	100.0	239	100.0

II.D. EDITORIALS - NAME OF PAPER/MAGAZINE

	SPRING		SUMMER		FALL		TOTAL	
RESPONSE	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**
Bangor Daily News	0	0.0	2	0.2	0	0.0	2	0.2
Down East Magazine	0	0.0	5	0.5	0	0.0	5	0.4
Toronto Life	0	0.0	3	0.3	0	0.0	3	0.2
Hamilton Spectator	0	0.0	2	0.2	0	0.0	2	0.2
Atlantic Insight	0	0.0	10	1.0	0	0.0	10	0.8
Baltimore Sun	0	0.0	2	0.2	0	0.0	2	0.2
Portland Telegram	0	0.0	3	0.3	4	2.3	7	0.6
Motor Home	0	0.0	10	1.0	1	0.6	11	0.9
Philadelphia Inquirer	0	0.0	9	0.9	2	1.1	11	0.9
Travel & Trailer	1	1.0	2	0.2	0	0.0	3	0.2
Outdoor Life	1	1.0	3	0.3	1	0.6	5	0.4
New Yorker	0	0.0	2	0.2	0	0.0	2	0.2
London Free Press	0	0.0	9	0.9	2	1.1	11	0.9
La Presse	1	1.0	0	0.0	0	0.0	1	0.1
Air Canada Magazine	1	1.0	3	0.3	0	0.0	4	0.3
Manitoba Motor League Magazine	0	0.0	1	0.1	0	0.0	1	0.1
Holiday & Travel Magazine	0	0.0	2	0.2	0	0.0	2	0.2
AAA Literature	8	7.8	46	4.8	11	6.3	65	5.2
CAA Literature	1	1.0	7	0.7	1	0.6	9	0.7
Boston Globe	5	4.9	61	6.3	9	5.1	75	6.0
Providence Journal	0	0.0	8	0.8	1	0.6	9	0.7
Woman's Day	0	0.0	10	1.0	1	0.6	11	0.9
Family Circle	2	2.0	2	0.2	2	1.1	6	0.5
Time	2	2.0	30	3.1	2	1.1	34	2.7
Chicago Tribune	0	0.0	5	0.5	1	0.6	6	0.5
Washington Post	2	2.0	10	1.0	3	1.7	15	1.2
News Week	2	2.0	6	0.6	1	0.6	9	0.7
Modern Maturity	3	2.9	33	3.4	11	6.3	47	3.8
Toronto Sun	2	2.0	4	0.4	1	0.6	7	0.6
Travel Magazine	3	2.9	33	3.4	6	3.4	42	3.4
National Geographic	25	24.5	193	20.0	45	25.7	263	21.2
Travel Holiday	5	4.9	9	0.9	2	1.1	16	1.3
Calgary Herald	1	1.0	0	0.0	1	0.6	2	0.2
Yankee Magazine	0	0.0	5	0.5	7	4.0	12	1.0
Evening Telegram (St. John's)	0	0.0	5	0.5	0	0.0	5	0.4
Better Homes & Gardens	2	2.0	36	3.7	10	5.7	48	3.9
Chatelaine	3	2.9	56	5.8	4	2.3	63	5.1
Readers Digest	3	2.9	64	6.6	6	3.4	73	5.9
Edmonton Journal	0	0.0	1	0.1	1	0.6	2	0.2
Good Housekeeping	0	0.0	13	1.3	4	2.3	17	1.4
Country Living	0	0.0	3	0.3	0	0.0	3	0.2
MacLeans Magazine	5	4.9	42	4.4	6	3.4	53	4.3
Toronto Globe & Mail	3	2.9	8	0.8	1	0.6	12	1.0
Trailer Life	1	1.0	20	2.1	0	0.0	21	1.7
Toronto Star	8	7.8	94	9.7	15	8.6	117	9.4
Better Housekeeping	1	1.0	2	0.2	0	0.0	3	0.2
Rochester Democrat	0	0.0	1	0.1	1	0.6	2	0.2
Canadian Living	0	0.0	6	0.6	1	0.6	7	0.6
Montreal Gazette	1	1.0	1	0.1	1	0.6	3	0.2
Camper Magazine	2	2.0	1	0.1	0	0.0	3	0.2
Southern Living	3	2.9	8	0.8	1	0.6	12	1.0
Ottawa Citizen	2	2.0	7	0.7	2	1.1	11	0.9
New York Times	3	2.9	64	6.6	7	4.0	74	6.0
Atlantic Advocate	0	0.0	3	0.3	0	0.0	3	0.2
TOTAL	102	100.0	965	100.0	175	100.0	1242	100.0

II.E. DID IT INFLUENCE YOUR DECISION TO VISIT P.E.I.?

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Yes	76	42.5	838	52.8	173	63.4	1087	53.3
No	103	57.5	750	47.2	100	36.6	953	46.7
TOTAL	179	100.0	1588	100.0	273	100.0	2040	100.0

II.F. OBTAINED TOURIST LITERATURE

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Yes	180	54.2	2213	71.9	439	68.7	2832	69.9
No	152	45.8	865	28.1	200	31.3	1217	30.1
TOTAL	332	100.0	3078	100.0	639	100.0	4049	100.0

Note: The following table gives information on those respondents who answered "yes" in the above table.

II.G. WHERE DID YOU OBTAIN TOURIST LITERATURE

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Friends and Relatives	19	11.0	205	9.4	33	7.5	257	9.2
CAA	10	5.8	179	8.2	30	6.8	219	7.8
AAA	29	16.9	588	26.9	205	46.8	822	29.4
N.S. Tourist Information Center (TIC)	27	15.7	196	9.0	10	2.3	233	8.3
PEI VIC Mail Package	57	33.1	642	29.4	113	25.8	812	29.1
Aulac Visitor Information Centre (VIC)	5	2.9	97	4.4	25	5.7	127	4.5
Caribou VIC	1	0.6	160	7.3	50	11.4	211	7.6
Toll Free PEI	4	2.3	70	3.2	6	1.4	80	2.9
Quebec TIC	1	0.6	9	0.4	1	0.2	11	0.4
N.B. TIC	5	2.9	50	2.3	18	4.1	73	2.6
Alberta Motor Assoc.	0	0.0	9	0.4	0	0.0	9	0.3
Newfoundland TIC	3	1.7	26	1.2	0	0.0	29	1.0
Travel Agent - U.S.	3	1.7	29	1.3	6	1.4	38	1.4
Travel Agent - Other Countries	2	1.2	10	0.5	1	0.2	13	0.5
Canadian Consulate - U.S.A.	1	0.6	32	1.5	10	2.3	43	1.5
Chamber of Commerce	4	2.3	15	0.7	3	0.7	22	0.8
Michelin Tour Book	0	0.0	10	0.5	1	0.2	11	0.4
TIC - Unspecified	4	2.3	28	1.3	12	2.7	44	1.6
Yarmouth Ferry	1	0.6	1	0.0	0	0.0	2	0.1
Oil Company	0	0.0	5	0.2	0	0.0	5	0.2
Ontario Auto Assoc.	0	0.0	5	0.2	5	1.1	10	0.4
PEI Pavilion Expo	0	0.0	8	0.4	7	1.6	15	0.5
Halifax Airport	2	1.2	4	0.2	2	0.5	8	0.3
Ontario TIC	3	1.7	15	0.7	3	0.7	21	0.8
Tourism Canada	1	0.6	12	0.5	1	0.2	14	0.5
Travel Agent - Canada	1	0.6	6	0.3	1	0.2	8	0.3
Sportsmen's Show, Toronto	0	0.0	7	0.3	0	0.0	7	0.3
Manitoba Motor League	0	0.0	2	0.1	0	0.0	2	0.1
Quebec Motor Assoc.	0	0.0	6	0.3	0	0.0	6	0.2
Dominion Auto Assoc.	0	0.0	3	0.1	0	0.0	3	0.1
Other	1	0.6	30	1.4	9	2.1	40	1.4
TOTAL	172	100.0	2182	100.0	438	100.0	2792	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than 1 response was given.

III. EXPECTATIONS OF P.E.I.

III.A. GENERAL EXPECTATIONS

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
No Idea	8	2.5	63	2.1	8	1.2	79	2.0
Small	23	7.2	171	5.7	15	2.3	209	5.3
Sandy Beaches	40	12.5	697	23.4	65	10.1	802	20.3
Potato Fields	26	8.1	324	10.9	53	8.3	403	10.2
Good Weather	13	4.0	88	2.9	1	0.2	102	2.6
Poor Weather	7	2.2	17	0.6	7	1.1	31	0.8
Many Fishing Villages	40	12.5	373	12.5	96	15.0	509	12.9
Red Soil	29	9.0	241	8.1	66	10.3	336	8.5
Many Older Homes	8	2.5	80	2.7	26	4.1	114	2.9
Many Lakes	1	0.3	17	0.6	1	0.2	19	0.5
Picturesque	66	20.6	630	21.1	224	34.9	920	23.3
Farming Area	87	27.1	713	23.9	217	33.9	1017	25.8
Much Seafood, Lobster	9	2.8	111	3.7	20	3.1	140	3.5
Not Many People	2	0.6	37	1.2	3	0.5	42	1.1
Many Tourist Resorts	10	3.1	163	5.5	35	5.5	208	5.3
Mixed Rural & Urban	1	0.3	39	1.3	12	1.9	52	1.3
Undeveloped	8	2.5	70	2.3	7	1.1	85	2.2
English Atmosphere	6	1.9	36	1.2	10	1.6	52	1.3
Very Clean	2	0.6	61	2.0	13	2.0	76	1.9
Densely Populated	1	0.3	39	1.3	4	0.6	44	1.1
Flat	29	9.0	213	7.1	47	7.3	289	7.3
Historical	3	0.9	44	1.5	14	2.2	61	1.5
Mountainous	2	0.6	15	0.5	1	0.2	18	0.5
Many Small Towns	18	5.6	121	4.1	28	4.4	167	4.2
Friendly People	6	1.9	42	1.4	5	0.8	53	1.3
Rocky Rugged Cliffs	8	2.5	80	2.7	29	4.5	117	3.0
Plenty of Activities	1	0.3	54	1.8	4	0.6	59	1.5
Like Another Area	20	6.2	127	4.3	72	11.2	219	5.5
Coastal Inlets, Bays & Rivers	18	5.6	257	8.6	81	12.6	356	9.0
Restful Relaxed	16	5.0	182	6.1	27	4.2	225	5.7
Non-Commercial	0	0.0	10	0.3	3	0.5	13	0.3
Rolling Hills	7	2.2	27	0.9	42	6.6	76	1.9
Heavily Wooded	20	6.2	131	4.4	41	6.4	192	4.9
Green, Flower Gardens, etc.	24	7.5	264	8.8	76	11.9	364	9.2
Sparsely Wooded	0	0.0	35	1.2	3	0.5	38	1.0
High Wooded Hills	0	0.0	3	0.1	0	0.0	3	0.1
Other	0	0.0	30	1.0	25	3.9	55	1.4
Total	321	100.0	2984	100.0	641	100.0	3946	100.0

III.B. LANDSCAPE

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
No Idea	10	3.1	72	2.4	6	0.9	88	2.2
Flat	95	29.6	960	31.6	241	37.6	1296	32.4
Mostly Farmland	24	7.5	233	7.7	37	5.8	294	7.3
Much Woodland	10	3.1	105	3.5	7	1.1	122	3.0
Rolling Hills	77	24.0	698	23.0	183	28.5	958	23.9
Mountainous	5	1.6	47	1.5	10	1.6	62	1.5
Sparsely Wooded	3	0.9	15	0.5	0	0.0	18	0.4
Rocky Coastline	10	3.1	66	2.2	10	1.6	86	2.1
White Sandy Terrain	4	1.2	15	0.5	0	0.0	19	0.5
Many Lakes	0	0.0	6	0.2	1	0.2	7	0.2
Coastal Inlets, Bays & Rivers	5	1.6	62	2.0	13	2.0	80	2.0
Many Small Villages and Towns	10	3.1	23	0.8	1	0.2	34	0.8
Many Fishing Villages	1	0.3	12	0.4	0	0.0	13	0.3
Red Soil	12	3.7	85	2.8	10	1.6	107	2.7
Like Another Area	9	2.8	70	2.3	20	3.1	99	2.5
Picturesque	11	3.4	93	3.1	43	6.7	147	3.7
Green Countryside	17	5.3	202	6.6	35	5.5	254	6.3
Rocky Terrain	7	2.2	143	4.7	17	2.7	167	4.2
Many Beaches - Sand Dunes	6	1.9	61	2.0	3	0.5	70	1.7
High Wooded Hills	2	0.6	35	1.2	3	0.5	40	1.0
Mixed Farmland/Rocky Terrain	3	0.9	22	0.7	0	0.0	25	0.6
Other	0	0.0	16	0.5	1	0.2	17	0.4
TOTAL	321	100.0	3041	100.0	641	100.0	4003	100.0

III.C. BEACHES

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
No Idea	32	10.0	155	5.1	75	11.7	262	[illegible]
White Sandy Beaches	99	30.9	1312	43.0	214	33.4	1625	[illegible]
Sandy Beaches - Not Crowded	26	8.1	127	4.2	2	0.3	155	3.9
Sandy Beaches - Crowded	12	3.8	86	2.8	0	0.0	98	2.4
Rocky - Stony Beaches	25	7.8	214	7.0	82	12.8	321	8.0
Mixture Beach & Low Cliffs	1	0.3	23	0.8	5	0.8	29	0.7
No Beach - Rock Bound Coast	5	1.6	23	0.8	10	1.6	38	0.9
Red Sand	27	8.4	265	8.7	55	8.6	347	8.6
Very Few Beaches	2	0.6	31	1.0	4	0.6	37	0.9
Beaches - Large Surf	1	0.3	13	0.4	1	0.2	15	0.4
Grey Stone Beaches	0	0.0	9	0.3	1	0.2	10	0.2
Like Another Area	4	1.3	17	0.6	4	0.6	25	0.6
Picturesque	23	7.2	217	7.1	66	10.3	306	7.6
Magnificent, Great Beaches	5	1.6	19	0.6	7	1.1	31	0.8
Cold - Not Suitable for Swimming	29	9.1	148	4.8	45	7.0	222	5.5
Clean Warm Water	0	0.0	33	1.1	8	1.2	41	1.0
Some Rocky - Some Sandy	16	5.0	133	4.4	22	3.4	171	4.3
Rocky Beaches - Sand Dunes	3	0.9	34	1.1	10	1.6	47	1.2
Clean Beaches	3	0.9	64	2.1	3	0.5	70	1.7
Sandy Beaches with Sand Dunes	3	0.9	103	3.4	15	2.3	121	3.0
Other	4	1.3	27	0.9	12	1.9	43	1.1
TOTAL	320	8.0	3053	76.1	641	16.0	4014	100.0

III.D. PEOPLE

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
No Idea	9	2.8	67	2.2	11	1.7	87	2.2
Receptive to Tourist	18	5.5	160	5.2	9	1.4	187	4.6
Downhome Country Type People	2	0.6	44	1.4	10	1.6	56	1.4
French Origin	2	0.6	15	0.5	1	0.2	18	0.4
Friendly, Warm, Cooperative	223	68.6	2079	67.6	483	75.4	2785	68.9
English Speaking	9	2.8	75	2.4	19	3.0	103	2.5
French Speaking	2	0.6	13	0.4	4	0.6	19	0.5
Have Maritime Accent	5	1.5	13	0.4	2	0.3	20	0.5
Same as Rest of Canada	21	6.5	147	4.8	39	6.1	207	5.1
Like Another Area	2	0.6	10	0.3	2	0.3	14	0.3
Scottish Descent	6	1.8	21	0.7	10	1.6	37	0.9
Honest - No Crime	0	0.0	6	0.2	0	0.0	6	0.1
Hard Working - Down to Earth	5	1.5	27	0.9	4	0.6	36	0.9
Inhospitable	3	0.9	10	0.3	0	0.0	13	0.3
Relaxed Slow Paced	7	2.2	56	1.8	6	0.9	69	1.7
Dutch Descent	0	0.0	1	0.0	0	0.0	1	0.0
Friendly - Like All Maritimes	7	2.2	161	5.2	15	2.3	183	4.5
Same as People Everywhere	3	0.9	127	4.1	12	1.9	142	3.5
English-Irish Descent	0	0.0	33	1.1	13	2.0	46	1.1
Other	1	0.3	9	0.3	1	0.2	11	0.3
TOTAL	325	100.0	3074	100.0	641	100.0	4040	100.0

III.E. RESTAURANTS

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
No Idea/Interest	14	4.4	261	8.5	54	8.4	329	8.2
Low Priced	1	0.3	24	0.8	2	0.3	27	0.7
Medium Priced	2	0.6	23	0.8	7	1.1	32	0.8
High Priced	6	1.9	125	4.1	19	3.0	150	3.7
Fresh Food - Vegetables, Fish, etc.	6	1.9	66	2.2	8	1.3	80	2.0
Have Fast Food Outlets	1	0.3	25	0.8	3	0.5	29	0.7
Lobster, Seafood in Restaurants	164	51.1	1478	48.4	368	57.5	2010	50.0
Home Cooking	15	4.7	93	3.0	29	4.5	137	3.4
Good Quality Food	70	21.8	498	16.3	98	15.3	666	16.6
Mediocre Restaurants	13	4.0	75	2.5	9	1.4	97	2.4
No Fast Food Outlets	1	0.3	6	0.2	0	0.0	7	0.2
English Style Food	1	0.3	15	0.5	0	0.0	16	0.4
Casual - Country Style Food	3	0.9	48	1.6	6	0.9	57	1.4
Most Eat in Homes	2	0.6	5	0.2	0	0.0	7	0.2
French Style Restaurants	1	0.3	6	0.2	1	0.2	8	0.2

III.C. BEACHES

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea	32	10.0	155	5.1	75	11.7	262	6.5
White Sandy Beaches	99	30.9	1312	43.0	214	33.4	1625	40.5
Sandy Beaches - Not Crowded	26	8.1	127	4.2	2	0.3	155	3.9
Sandy Beaches - Crowded	12	3.8	86	2.8	0	0.0	98	2.4
Rocky - Stony Beaches	25	7.8	214	7.0	82	12.8	321	8.0
Mixture Beach & Low Cliffs	1	0.3	23	0.8	5	0.8	29	0.7
No Beach - Rock Bound Coast	5	1.6	23	0.8	10	1.6	38	0.9
Red Sand	27	8.4	265	8.7	55	8.6	347	8.6
Very Few Beaches	2	0.6	31	1.0	4	0.6	37	0.9
Beaches - Large Surf	1	0.3	13	0.4	1	0.2	15	0.4
Grey Stone Beaches	0	0.0	9	0.3	1	0.2	10	0.2
Like Another Area	4	1.3	17	0.6	4	0.6	25	0.6
Picturesque	23	7.2	217	7.1	66	10.3	306	7.6
Magnificent, Great Beaches	5	1.6	19	0.6	7	1.1	31	0.8
Cold - Not Suitable for Swimming	29	9.1	148	4.8	45	7.0	222	5.5
Clean Warm Water	0	0.0	33	1.1	8	1.2	41	1.0
Some Rocky - Some Sandy	16	5.0	133	4.4	22	3.4	171	4.3
Rocky Beaches - Sand Dunes	3	0.9	34	1.1	10	1.6	47	1.2
Clean Beaches	3	0.9	64	2.1	3	0.5	70	1.7
Sandy Beaches with Sand Dunes	3	0.9	103	3.4	15	2.3	121	3.0
Other	4	1.3	27	0.9	12	1.9	43	1.1
TOTAL	320	8.0	3053	76.1	641	16.0	4014	100.0

III.D. PEOPLE

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea	9	2.8	67	2.2	11	1.7	87	2.2
Receptive to Tourist	18	5.5	160	5.2	9	1.4	187	4.6
Downhome Country Type People	2	0.6	44	1.4	10	1.6	56	1.4
French Origin	2	0.6	15	0.5	1	0.2	18	0.4
Friendly, Warm, Cooperative	223	68.6	2079	67.6	483	75.4	2785	68.9
English Speaking	9	2.8	75	2.4	19	3.0	103	2.5
French Speaking	2	0.6	13	0.4	4	0.6	19	0.5
Have Maritime Accent	5	1.5	13	0.4	2	0.3	20	0.5
Same as Rest of Canada	21	6.5	147	4.8	39	6.1	207	5.1
Like Another Area	2	0.6	10	0.3	2	0.3	14	0.3
Scottish Descent	6	1.8	21	0.7	10	1.6	37	0.9
Honest - No Crime	0	0.0	6	0.2	0	0.0	6	0.1
Hard Working - Down to Earth	5	1.5	27	0.9	4	0.6	36	0.9
Inhospitable	3	0.9	10	0.3	0	0.0	13	0.3
Relaxed Slow Paced	7	2.2	56	1.8	6	0.9	69	1.7
Dutch Descent	0	0.0	1	0.0	0	0.0	1	0.0
Friendly - Like All Maritimes	7	2.2	161	5.2	15	2.3	183	4.5
Same as People Everywhere	3	0.9	127	4.1	12	1.9	142	3.5
English-Irish Descent	0	0.0	33	1.1	13	2.0	46	1.1
Other	1	0.3	9	0.3	1	0.2	11	0.3
TOTAL	325	100.0	3074	100.0	641	100.0	4040	100.0

III.E. RESTAURANTS

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea/Interest	14	4.4	261	8.5	54	8.4	329	8.2
Low Priced	1	0.3	24	0.8	2	0.3	27	0.7
Medium Priced	2	0.6	23	0.8	7	1.1	32	0.8
High Priced	6	1.9	125	4.1	19	3.0	150	3.7
Fresh Food - Vegetables, Fish, etc.	6	1.9	66	2.2	8	1.3	80	2.0
Have Fast Food Outlets	1	0.3	25	0.8	3	0.5	29	0.7
Lobster, Seafood in Restaurants	164	51.1	1478	48.4	368	57.5	2010	50.0
Home Cooking	15	4.7	93	3.0	29	4.5	137	3.4
Good Quality Food	70	21.8	498	16.3	98	15.3	666	16.6
Mediocre Restaurants	13	4.0	75	2.5	9	1.4	97	2.4
No Fast Food Outlets	1	0.3	6	0.2	0	0.0	7	0.2
English Style Food	1	0.3	15	0.5	0	0.0	16	0.4
Casual - Country Style Food	3	0.9	48	1.6	6	0.9	57	1.4
Most Eat in Homes	2	0.6	5	0.2	0	0.0	7	0.2
French Style Restaurants	1	0.3	6	0.2	1	0.2	8	0.2

Clean, Simple, Nice	14	4.4	201	6.6	19	3.0	234	5.8
Small	3	0.9	22	0.7	2	0.3	27	0.7
Good Friendly Service	4	1.2	52	1.7	5	0.8	61	1.5
Multi-Cultural Cuisine	0	0.0	10	0.3	5	0.8	15	[illegible]
Other	0	0.0	23	0.8	5	0.8	28	[illegible]
TOTAL	321	100.0	3056	100.0	640	100.0	4017	[illegible]

III.F. SIZE

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea	71	22.5	871	28.5	203	31.7	1145	28.5
Much Smaller (less than 80 miles long)	67	21.2	614	20.1	141	22.0	822	20.5
Somewhat Smaller (80-140 miles long)	77	24.4	804	26.3	150	23.4	1031	25.7
Near Actual Size (140-180 miles long)	48	15.2	417	13.6	103	16.1	568	14.1
Somewhat Larger (180-240 miles long)	25	7.9	139	4.5	28	4.4	192	4.8
Much Larger (more than 240 miles long)	28	8.9	214	7.0	15	2.3	257	6.4
TOTAL	316	100.0	3059	100.0	640	100.0	4015	100.0

III.G. POPULATION

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea	143	45.3	1328	43.4	303	47.3	1774	44.2
Much Smaller (less than 60,000)	46	14.6	559	18.3	95	14.8	700	17.4
Somewhat Smaller (60,000-110,000)	44	13.9	365	11.9	83	13.0	492	12.3
Near Actual Population (110,000-150,000)	32	10.1	326	10.7	79	12.3	437	10.9
Somewhat Larger (150,000-200,000)	15	4.7	169	5.5	27	4.2	211	5.3
Much Larger (over 200,000)	36	11.4	313	10.2	53	8.3	402	10.0
TOTAL	316	100.0	3060	100.0	640	100.0	4016	100.0

III.H. INDUSTRIES

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea	5	1.5	34	1.1	15	2.4	54	1.3
Logging - Lumber	6	1.8	41	1.3	12	1.9	59	1.5
Lobster Fishing	6	1.8	25	0.8	11	1.7	42	1.0
Potato Farming	37	11.3	371	12.1	86	13.5	494	12.3
Sheep Ranching	2	0.6	10	0.3	4	0.6	16	0.4
Strawberry Growing	4	1.2	7	0.2	5	0.8	16	0.4
Cattle	0	0.0	5	0.2	1	0.2	6	0.1
Pulp Wood	1	0.3	9	0.3	3	0.5	13	0.3
Tourism	43	13.1	490	16.0	93	14.6	626	15.5
Coal Mining	0	0.0	8	0.3	4	0.6	12	0.3
Fishing	144	44.0	1368	44.6	272	42.6	1784	44.3
Making Cement	0	0.0	1	0.0	0	0.0	1	0.0
Tobacco Farming	2	0.6	6	0.2	2	0.3	10	0.2
Seaweed	0	0.0	8	0.3	1	0.2	9	0.2
Farming	75	22.9	675	22.0	125	19.6	875	21.7
Crafts	1	0.3	6	0.2	3	0.5	10	0.2
Government Projects	1	0.3	1	0.0	1	0.2	3	0.1
Hunting	0	0.0	1	0.0	0	0.0	1	0.0
TOTAL	327	100.0	3066	100.0	638	100.0	4031	100.0

III.I. HOW MODERN IS P.E.I.?

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
No Idea	3	0.9	46	1.5	10	1.6	59	1.5
Not Very Modern	70	21.3	555	18.3	142	22.3	767	19.2
Mixture Modern - Traditional	69	21.0	362	11.9	103	16.2	534	13.4
Modern Up-to-date	154	47.0	1635	53.9	290	45.6	2079	52.0
Very Modern	16	4.9	214	7.1	62	9.7	292	7.3
English - Conservative	1	0.3	9	0.3	2	0.3	12	0.3
Victorian	1	0.3	18	0.6	3	0.5	22	0.6
Quaint - Old-Fashioned	5	1.5	75	2.5	13	2.0	93	2.3
Cities Only - Modern	9	2.7	105	3.5	11	1.7	125	3.1
Many Old Farmhouses	0	0.0	14	0.5	0	0.0	14	0.4
Other	0	0.0	1	0.0	0	0.0	1	0.0
TOTAL	328	100.0	3034	100.0	636	100.0	3998	100.0

IV. DESTINATIONS/ATTRACTIONS PLANNED

IV.A. ANY DESTINATIONS PLANNED?

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Yes	244	73.3	2371	77.0	454	70.8	3069	75.7
No	89	26.7	709	23.0	187	29.2	985	24.3
TOTAL	333	100.0	3080	100.0	641	100.0	4054	100.0

Note: The following 5 tables give information on those respondents who answered "yes" in the above table

IV.B. AREA OF DESTINATION

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
West Prince	13	5.4	75	3.2	10	2.2	98	3.2
Central Prince	3	1.2	42	1.8	9	2.0	54	1.8
Summerside	33	13.7	244	10.3	33	7.3	310	10.2
South Central	20	8.3	156	6.6	28	6.2	204	6.7
North Central	127	52.7	1345	56.9	196	43.7	1668	54.6
Charlottetown	172	71.4	1418	60.0	310	69.0	1900	62.2
East Queens	0	0.0	51	2.2	11	2.4	62	2.0
South Kings	9	3.7	170	7.2	18	4.0	197	6.5
North Kings	5	2.1	57	2.4	11	2.4	73	2.4
TOTAL	241	100.0	2363	100.0	449	100.0	3053	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than 1 response was given.

IV.C. REASON FOR CHOICE OF DESTINATION

RESPONSE	SPRING Parties	SPRING %	SUMMER Parties	SUMMER %	FALL Parties	FALL %	TOTAL Parties	TOTAL %
Camp in Area	15	6.3	395	16.7	20	4.4	430	14.1
Find Accommodations	12	5.0	485	20.5	191	42.4	688	22.5
Have Reservations in Area	39	16.4	594	25.1	46	10.2	679	22.2
Visit Friends & Relatives	43	18.1	173	7.3	38	8.4	254	8.3
Attend Ch'town Festival	4	1.7	130	5.5	5	1.1	139	4.6
Visit Anne House	33	13.9	294	12.4	85	18.8	412	13.5
Visit Province House	5	2.1	14	0.6	5	1.1	24	0.8
To be in a Central Area	16	6.7	90	3.8	1	0.2	107	3.5
Visit Fort Amherst	0	0.0	4	0.2	0	0.0	4	0.1
Recommended by Friends	6	2.5	93	3.9	1	0.2	100	3.3
Visit Clubs in Area	2	0.8	8	0.3	0	0.0	10	0.3
Visit Mic Mac Village	0	0.0	7	0.3	1	0.2	8	0.3
See Woodleigh Replicas	2	0.8	48	2.0	17	3.8	67	2.2
Info. Tourist Literature	0	0.0	32	1.4	0	0.0	32	0.1
Visit National Park	10	4.2	111	4.7	3	0.7	124	4.1
Sightsee	26	10.9	170	7.2	52	11.5	248	8.1
Visit Toy Factory	0	0.0	3	0.1	0	0.0	3	0.1
Beauty of the Area	5	2.1	35	1.5	1	0.2	41	1.3
Visit Attractions in Area	11	4.6	73	3.1	9	2.0	93	0.3
Rest/Relaxation	0	0.0	2	0.1	0	0.0	2	0.1
Golfing	3	1.3	6	0.3	3	0.7	12	0.4
Visit Capital	87	36.6	404	17.1	83	18.4	574	18.8
Beaches	22	9.2	138	5.8	21	4.7	181	5.9
Visit Flower Gardens	0	0.0	3	0.1	2	0.4	5	0.2
Visit Historic Sites	7	2.9	32	1.4	0	0.0	39	1.3
Visit University	1	0.4	2	0.1	0	0.0	3	0.1
Attend Horse Races	0	0.0	9	0.4	2	0.4	11	0.4
Deep Sea Fishing	1	0.4	16	0.7	2	0.4	19	0.6
Visit L.M. Montgomery Birthplace	2	0.8	5	0.2	1	0.2	8	0.3
Cultural Heritage	2	0.8	12	0.5	1	0.2	15	0.5
Visit Confederation Center	2	0.8	11	0.5	6	1.3	19	0.6
Eat Seafood	3	1.3	35	1.5	5	1.1	43	1.4
Go Shopping	3	1.3	31	1.3	4	0.9	38	1.2
Visit 2nd Largest City	4	1.7	30	1.3	6	1.3	40	1.3
Visit Summerside Airbase	2	0.8	10	0.4	0	0.0	12	0.4
Antique Car Show	0	0.0	1	0.0	2	0.4	3	0.1
Dig Clams	1	0.4	1	0.0	0	0.0	2	0.1

Visit Museums	0	0.0	23	1.0	5	1.1	28	0.9
Stock Car Races	0	0.0	1	0.0	0	0.0	1	0.0
Craft Fair	0	0.0	2	0.1	0	0.0	2	0.1
Other	9	3.8	30	1.3	14	3.1	53	1.7
TOTAL	238	100.0	2365	100.0	451	100.0	3054	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than 1 response was given.

IV.D. SOURCE OF INFORMATION FOR DESTINATION

	SPRING		SUMMER		FALL		TOTAL	
RESPONSE	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**
PEI Tourist Literature	55	23.6	943	40.0	156	34.7	1154	37.9
Friends & Relatives	119	51.1	1031	43.7	161	35.8	1311	43.1
Caribou Visitor Information Centre (VIC)	1	0.4	40	1.7	6	1.3	47	1.5
N.S. VIC	6	2.6	22	0.9	4	0.9	32	1.1
Anne Books	14	6.0	74	3.1	12	2.7	100	3.3
Travel Agent - Unspecified	5	2.1	17	0.7	3	0.7	25	0.8
Basic Education	32	13.7	195	8.3	16	3.6	243	8.0
AAA Literature	28	12.0	450	19.1	129	28.7	607	20.0
CAA Literature	5	2.1	75	3.2	19	4.2	99	3.3
Anne Movie TV	6	2.6	36	1.5	3	0.7	45	1.5
Atlantic Tour Book	5	2.1	14	0.6	1	0.2	20	0.7
PEI VIC - Mail Package	17	7.3	167	7.1	35	7.8	219	7.2
PEI Map	42	18.0	188	8.0	68	15.1	298	9.8
TIC - Unspecified	11	4.7	181	7.7	3	0.7	195	6.4
MacLeans Magazine	2	0.9	4	0.2	0	0.0	6	0.2
Toronto Star	2	0.9	1	0.0	0	0.0	3	0.1
Magazine Unspecified	4	1.7	17	0.7	1	0.2	22	0.7
KOA Literature	0	0.0	7	0.3	1	0.2	8	0.3
PEI Pavilion - Expo	0	0.0	3	0.1	2	0.4	5	0.2
Country Inn & Backroads	0	0.0	6	0.3	0	0.0	6	0.2
Birnbaums Travel Guide	0	0.0	3	0.1	0	0.0	3	0.1
Readers Digest	1	0.4	2	0.1	0	0.0	3	0.1
National Geographic	1	0.4	6	0.3	0	0.0	7	0.2
Vacation Auction	0	0.0	1	0.0	0	0.0	1	0.0
Chatelaine	1	0.4	1	0.0	0	0.0	2	0.1
Travel & Leisure	1	0.4	0	0.0	0	0.0	1	0.0
TV Ads	0	0.0	14	0.6	2	0.4	16	0.5
Fodors Travel Guide	0	0.0	5	0.2	0	0.0	5	0.2
Radio Advertising	0	0.0	7	0.3	1	0.2	8	0.3
Other	5	2.1	37	1.6	9	2.0	51	1.7
TOTAL	233	100.0	2358	100.0	450	100.0	3041	100.0

IV.E. REASON FOR CHOICE BY DESTINATION

	WEST PRINCE		CENTRAL PRINCE		SUMMERSIDE		SOUTH CENTRAL		NORTH CENTRAL		CHARLOTTETOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS		TOTAL	
RESPONSE	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**
Camp in Area	13	13.3	10	18.5	4	1.3	17	8.3	238	14.3	61	3.2	9	14.5	66	33.5	11	15.1	429	9.4
Find Accommodations	7	7.1	2	3.7	41	13.2	32	15.7	152	9.1	416	21.9	9	14.5	22	11.2	6	8.2	687	15.1
Have Reservations in Area	10	10.2	4	7.4	65	21.0	61	29.9	171	10.3	297	15.6	23	37.1	38	19.3	11	15.1	680	14.9
Visit Friends & Relaties	32	32.7	6	11.1	39	12.6	32	15.7	29	1.7	62	3.3	8	12.9	27	13.7	17	23.3	252	5.5
Attend Charlottetown Festival	0	0.0	0	0.0	0	0.0	0	0.0	2	0.1	136	7.2	0	0.0	1	0.5	0	0.0	139	3.0
Visit Anne House	0	0.0	0	0.0	0	0.0	0	0.0	409	24.5	2	0.1	0	0.0	0	0.0	0	0.0	411	9.0
Visit Province House	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	24	1.3	0	0.0	0	0.0	0	0.0	24	0.5
To be in a Central Area	0	0.0	0	0.0	6	1.9	2	1.0	11	0.7	87	4.6	0	0.0	0	0.0	0	0.0	106	2.3
Visit Fort Amherst	0	0.0	1	1.9	0	0.0	3	1.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4	0.1
Recommended by Friends	2	2.0	0	0.0	15	4.8	1	0.5	47	2.8	25	1.3	0	0.0	8	4.1	2	2.7	100	2.2
Visit Clubs in Area	0	0.0	0	0.0	1	0.3	0	0.0	1	0.1	8	0.4	0	0.0	0	0.0	0	0.0	10	0.2
Visit Mic Mac Village	0	0.0	1	1.9	0	0.0	5	2.5	1	0.1	1	0.1	0	0.0	0	0.0	0	0.0	8	0.2
See Woodleigh Replicas	0	0.0	0	0.0	1	0.3	5	2.5	59	3.5	2	0.1	0	0.0	0	0.0	0	0.0	67	1.5
Info Tourist Literature	0	0.0	0	0.0	9	2.9	3	1.5	9	0.5	9	0.5	1	1.6	0	0.0	1	1.4	32	0.7
Visit National Park	0	0.0	0	0.0	0	0.0	0	0.0	123	7.4	1	0.1	0	0.0	0	0.0	0	0.0	124	2.7
Sightsee	20	20.4	0	0.0	34	11.0	15	7.4	82	4.9	73	3.8	1	1.6	9	4.6	10	13.7	244	5.4
Visit Toy Factory	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	1.5	0	0.0	3	0.1
Beauty of the Area	1	1.0	0	0.0	2	0.6	1	0.5	27	1.6	5	0.3	0	0.0	4	2.0	1	1.4	41	0.9
Visit Attractions in Area	4	4.1	15	27.8	4	1.3	10	4.9	45	2.7	12	0.6	0	0.0	1	0.5	1	1.4	92	2.0
Rest/Relaxation	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	1	0.1	0	0.0	0	0.0	0	0.0	2	0.0
Golfing	1	1.0	0	0.0	0	0.0	0	0.0	9	0.5	1	0.1	0	0.0	1	0.5	0	0.0	12	0.3
Visit Capital	0	0.0	0	0.0	2	0.6	0	0.0	6	0.4	566	29.8	0	0.0	0	0.0	0	0.0	574	12.6
Beaches	0	0.0	0	0.0	6	1.9	1	0.5	169	10.1	2	0.1	0	0.0	2	1.0	0	0.0	180	3.9
Visit Flower Gardens	0	0.0	1	1.9	0	0.0	0	0.0	2	0.1	1	0.1	0	0.0	0	0.0	0	0.0	4	0.1
Visit Historic Sites	2	2.0	3	5.6	1	0.3	1	0.5	5	0.3	22	1.2	2	3.2	1	0.5	1	1.4	38	0.8
Visit University	0	0.0	0	0.0	0	0.0	1	0.5	0	0.0	2	0.1	0	0.0	0	0.0	0	0.0	3	0.1
Attend Horse Races	0	0.0	0	0.0	8	2.6	0	0.0	1	0.1	2	0.1	0	0.0	0	0.0	0	0.0	11	0.2
Deep Sea Fishing	2	2.0	0	0.0	0	0.0	0	0.0	11	0.7	0	0.0	0	0.0	2	1.0	4	5.5	19	0.4
Visit L M Montgomery Birthplace	0	0.0	0	0.0	0	0.0	0	0.0	7	0.4	1	0.1	0	0.0	0	0.0	0	0.0	8	0.2
Cultural Heritage	0	0.0	4	7.4	1	0.3	0	0.0	2	0.1	5	0.3	1	1.6	2	1.0	0	0.0	15	0.3
Visit Confederation Center	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	19	1.0	0	0.0	0	0.0	0	0.0	19	0.4

Eat Seafood	0	0.0	1	1.9	2	0.6	4	2.0	26	1.6	9	0.5	0	0.0	1	0.5	0	0.0	43	0.9
Go Shopping	0	0.0	0	0.0	5	1.6	0	0.0	0	0.0	31	1.6	0	0.0	1	0.5	1	1.4	38	0.8
Visit 2nd Largest City	0	0.0	0	0.0	38	12.3	2	1.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	40	0.9
Visit Summerside Airbase	0	0.0	0	0.0	12	3.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	12	0.3
Antique Car Show	0	0.0	0	0.0	0	0.0	1	0.5	0	0.0	1	0.1	0	0.0	1	0.5	0	0.0	3	0.1
Dig Clams	0	0.0	0	0.0	0	0.0	0	0.0	2	0.1	0	0.0	0	0.0	0	0.0	0	0.0	2	0.0
Visit Museums	0	0.0	2	3.7	2	0.6	3	1.5	13	0.8	3	0.2	1	1.6	1	0.5	2	2.7	27	0.6
Stock Car Races	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Craft Fair	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	0	0.0	0	0.0	1	1.4	1	0.0
Other	4	4.1	3	5.6	10	3.2	3	1.5	8	0.5	8	0.4	7	11.3	6	3.0	3	4.1	52	1.1
TOTAL	98	100.0	54	100.0	310	100.0	204	100.0	1668	100.0	1900	100.0	62	100.0	197	100.0	73	100.0	3053	100.0

IV.F. SOURCE OF INFORMATION BY DESTINATION

RESPONSE	WEST PRINCE		CENTRAL PRINCE		SUMMERSIDE		SOUTH CENTRAL		NORTH CENTRAL		CHARLOTTETOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS		TOTAL	
	Parties	%	Parties	%	Parties	%	Parties	%	Parties	%	Parties	%	Parties	%	Parties	%	Parties	%	Parties	%
PEI Tourist Literature	16	16.3	13	24.1	63	20.3	45	22.1	455	27.3	476	25.1	15	24.2	57	28.9	13	17.8	1153	25.5
Friends & Relatives	44	44.9	15	27.8	114	36.8	76	37.3	498	29.9	425	22.4	19	30.6	78	39.6	37	50.7	1306	28.9
VIC - Caribou	1	1.0	1	1.9	4	1.3	1	0.5	14	0.8	20	1.1	0	0.0	5	2.5	0	0.0	46	1.0
VIC - N.S.	1	1.0	1	1.9	0	0.0	3	1.5	11	0.7	12	0.6	3	4.8	1	0.5	0	0.0	32	0.7
Anne Books	0	0.0	0	0.0	1	0.3	0	0.0	95	5.7	4	0.2	0	0.0	0	0.0	0	0.0	100	2.2
Travel Agent - Unspecified	0	0.0	0	0.0	2	0.6	1	0.5	8	0.5	11	0.6	0	0.0	2	1.0	1	1.4	25	0.6
Basic Education	2	2.0	1	1.9	12	3.9	0	0.0	34	2.0	193	10.2	1	1.6	0	0.0	0	0.0	243	5.4
AAA Literature	8	8.2	13	24.1	38	12.3	26	12.7	183	11.0	302	15.9	4	6.5	23	11.7	7	9.6	604	13.3
CAA Literature	2	2.0	1	1.9	7	2.3	6	2.9	37	2.2	36	1.9	1	1.6	4	2.0	5	6.8	99	2.2
Anne Movie TV	0	0.0	0	0.0	0	0.0	0	0.0	38	2.3	7	0.4	0	0.0	0	0.0	0	0.0	45	1.0
Atlantic Tour Book	0	0.0	0	0.0	0	0.0	2	1.0	7	0.4	9	0.5	0	0.0	1	0.5	0	0.0	19	0.4
PEI VIC - Mail Package	5	5.1	2	3.7	16	5.2	14	6.9	92	5.5	83	4.4	3	4.8	1	0.5	1	1.4	217	4.8
PEI Map	8	8.2	1	1.9	28	9.0	15	7.4	70	4.2	156	8.2	7	11.3	7	3.6	6	8.2	298	6.6
TIC - Unspecified	6	6.1	4	7.4	14	4.5	4	2.0	63	3.8	85	4.5	7	11.3	12	6.1	0	0.0	195	4.3
MacLeans Magazine	1	1.0	0	0.0	0	0.0	1	0.5	1	0.1	3	0.2	0	0.0	0	0.0	0	0.0	6	0.1
Toronto Star	0	0.0	0	0.0	0	0.0	0	0.0	3	0.2	0	0.0	0	0.0	0	0.0	0	0.0	3	0.1
Magazine Unspecified	0	0.0	0	0.0	0	0.0	0	0.0	10	0.6	11	0.6	1	1.6	0	0.0	0	0.0	22	0.5
KOA Literature	0	0.0	0	0.0	0	0.0	3	1.5	0	0.0	5	0.3	0	0.0	0	0.0	0	0.0	8	0.2
PEI Pavilion - Expo	0	0.0	0	0.0	0	0.0	0	0.0	2	0.1	1	0.1	1	1.6	1	0.5	0	0.0	5	0.1
Country Inn & Backroads	0	0.0	0	0.0	1	0.3	1	0.5	2	0.1	1	0.1	0	0.0	1	0.5	0	0.0	6	0.1
Birnbaums Travel Guide	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	1	0.1	0	0.0	1	0.5	0	0.0	3	0.1
Readers Digest	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	1	0.1	0	0.0	0	0.0	0	0.0	2	0.0
National Geographic	0	0.0	0	0.0	1	0.3	0	0.0	3	0.2	3	0.2	0	0.0	0	0.0	0	0.0	7	0.2
Vacation Auction	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	0	0.0	0	0.0	0	0.0	0	0.0	1	0.0
Chatelaine	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	0.1	0	0.0	0	0.0	0	0.0	2	0.0
Travel & Leisure	0	0.0	0	0.0	0	0.0	0	0.0	1	0.1	0	0.0	0	0.0	0	0.0	0	0.0	1	0.0
TV Ads	1	1.0	0	0.0	0	0.0	1	0.5	7	0.4	6	0.3	0	0.0	0	0.0	1	1.4	16	0.4
Fodors Travel Guide	0	0.0	0	0.0	0	0.0	0	0.0	4	0.2	1	0.1	0	0.0	0	0.0	0	0.0	5	0.1
Radio Advertising	0	0.0	1	1.9	0	0.0	2	1.0	3	0.2	2	0.1	0	0.0	0	0.0	0	0.0	8	0.2
Other	1	1.0	0	0.0	7	2.3	1	0.5	15	0.9	24	1.3	0	0.0	2	1.0	1	1.4	51	1.1
TOTAL	98	100.0	54	100.0	310	100.0	204	100.0	1668	100.0	1900	100.0	62	100.0	197	100.0	73	100.0	3053	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than one response was given.

IV.G. ANY ATTRACTIONS PLANNED TO VISIT?

RESPONSE	SPRING		SUMMER		FALL		TOTAL	
	Parties	%	Parties	%	Parties	%	Parties	%
Yes	194	58.4	2163	70.2	408	63.8	2765	68.2
No	138	41.6	918	29.8	231	36.2	1287	31.8
TOTAL	332	100.0	3081	100.0	639	100.0	4052	100.0

Note: The following 3 tables give information on those respondents who answered "yes" in the above table.

IV.H. ATTRACTIONS

RESPONSE	SPRING		SUMMER		FALL		TOTAL	
	Parties	%	Parties	%	Parties	%	Parties	%
Cavendish Beach	7	3.7	101	4.7	16	4.0	124	4.6
Wildlife Park	0	0.0	63	3.0	0	0.0	63	2.3
Woodleigh Replicas	22	11.7	314	14.7	34	8.5	370	13.6
Wax Museum - Cavendish	6	3.2	117	5.5	5	1.3	128	4.7
Charlottetown Summer Festival	31	16.5	426	20.0	4	1.0	461	17.0
Confederation Centre Art Gallery	2	1.1	21	1.0	5	1.3	28	1.0
Confederation Centre	15	8.0	246	11.5	32	8.0	293	10.8
Mic Mac Indian Village	6	3.2	85	4.0	5	1.3	96	3.5
Double Decker Buses	3	1.6	68	3.2	6	1.5	77	2.8
Green Gables - Cavendish	67	35.6	888	41.7	162	40.6	1117	41.1
Charlottetown Waterfront	0	0.0	3	0.1	0	0.0	3	0.1
Blue Heron Drive	4	2.1	71	3.3	22	5.5	97	3.6
Brudenell River	1	0.5	16	0.8	0	0.0	17	0.6
Rainbow Valley	2	1.1	162	7.6	0	0.0	164	6.0
Car Museum	4	2.1	40	1.9	4	1.0	48	1.8
Horse Races	4	2.1	62	2.9	3	0.8	69	2.5
Summerside Waterfront	0	0.0	2	0.1	0	0.0	2	0.1

Acadian Village	9	4.8	61	2.9	6	1.5	76	2.8
Province House	10	5.3	74	3.5	12	3.0	96	3.5
Museums	13	6.9	76	3.6	8	2.0	97	3.6
Car Show - Montague	0	0.0	3	0.1	0	0.0	3	0.1
Stock Car Races	2	1.1	6	0.3	0	0.0	8	0.3
Scenic Drives	9	4.8	78	3.7	131	32.8	218	8.0
Fishing Villages	18	9.6	73	3.4	2	0.5	93	3.4
National Park	18	9.6	146	6.8	20	5.0	184	6.8
UPEI Planetarium	2	1.1	27	1.3	2	0.5	31	1.1
Bonshaw 500	0	0.0	3	0.1	0	0.0	3	0.1
Marine Aquarium - New London	9	4.8	52	2.4	1	0.3	62	2.3
Lobster Suppers	11	5.9	349	16.4	1	0.3	361	13.3
Lady Slipper Drive	2	1.1	84	3.9	18	4.5	104	3.8
Handcraft Shops	14	7.4	61	2.9	10	2.5	85	3.1
Bottle House - Miscouche	0	0.0	46	2.2	5	1.3	51	1.9
Victoria Village	1	0.5	3	0.1	0	0.0	4	0.1
Charlottetown - Shops, etc.	0	0.0	156	7.3	83	20.8	239	8.8
Beaches	26	13.8	301	14.1	12	3.0	339	12.5
Visit the Sandspit	0	0.0	5	0.2	0	0.0	5	0.2
Enchanted Castle	0	0.0	28	1.3	0	0.0	28	1.0
Montgomery Birthplace	2	1.1	44	2.1	7	1.8	53	1.9
Anne's House of Dreams	0	0.0	27	1.3	1	0.3	28	1.0
Fort Amherst	1	0.5	10	0.5	5	1.3	16	0.6
Flower Gardens	1	0.5	54	2.5	4	1.0	59	2.2
International House of Dolls	1	0.5	56	2.6	5	1.3	62	2.3
Toy Factory	1	0.5	2	0.1	0	0.0	3	0.1
Observe Seals	0	0.0	4	0.2	0	0.0	4	0.1
Orwell Corner	0	0.0	17	0.8	0	0.0	17	0.6
Pig Racing	1	0.5	0	0.0	0	0.0	1	0.0
Shopping Centre	4	2.1	5	0.2	0	0.0	9	0.3
Bird Sanctuary	0	0.0	12	0.6	0	0.0	12	0.4
Old Churches	5	2.7	11	0.5	0	0.0	16	0.6
Lighthouse	0	0.0	36	1.7	6	1.5	42	1.5
Fairyland	0	0.0	15	0.7	1	0.3	16	0.6
Antique Shops	0	0.0	8	0.4	1	0.3	9	0.3
Magnetic Hill	3	1.6	3	0.1	1	0.3	7	0.3
Rustico - Farmers Bank	0	0.0	1	0.0	0	0.0	1	0.0
Summerside Airbase	1	0.5	22	1.0	4	1.0	27	1.0
Charlottetown Walking Tour	0	0.0	11	0.5	4	1.0	15	0.6
Festivals & Events	1	0.5	22	1.0	1	0.3	24	0.9
Kings Byway	0	0.0	32	1.5	8	2.0	40	1.5
Railway Station - Alberton	2	1.1	9	0.4	0	0.0	11	0.4
Golf Courses	4	2.1	100	4.7	9	2.3	113	4.2
Lord Selkirk Settlement	1	0.5	6	0.3	2	0.5	9	0.3
Horse & Buggy Ride	0	0.0	9	0.4	0	0.0	9	0.3
Old Abby Brewery	0	0.0	2	0.1	1	0.3	3	0.1
Experimental Farm	0	0.0	4	0.2	0	0.0	4	0.1
Atlantic Windtest Site	0	0.0	12	0.6	0	0.0	12	0.4
King Tuts Tomb	0	0.0	17	0.8	0	0.0	17	0.6
North River Fun Park	0	0.0	2	0.1	0	0.0	2	0.1
Other	1	0.5	49	2.3	8	2.0	58	2.1
TOTAL	188	100.0	2132	100.0	399	100.0	2719	100.0

Note: The percentage and total parties are based on respondents not responses.
In some cases more than 1 response was given.

IV.I. REASON FOR CHOICE OF ATTRACTION

	SPRING		SUMMER		FALL		TOTAL	
RESPONSE	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**	**Parties**	**%**
Visit Green Gables, Cavendish	13	6.9	371	17.4	122	30.6	506	18.6
Information from Friends & Relatives	35	18.6	379	17.8	2	0.5	416	15.3
Anne Movie	20	10.6	186	8.7	13	3.3	219	8.1
Our Heritage	2	1.1	17	0.8	6	1.5	25	0.9
Play Golf	4	2.1	104	4.9	8	2.0	116	4.3
Bet on Horseraces	3	1.6	55	2.6	3	0.8	61	2.2
Art Exhibits - Confederation Center	4	2.1	135	6.3	32	8.0	171	6.3
TV Ads	0	0.0	7	0.3	1	0.3	8	0.3
Waterslides	0	0.0	39	1.8	1	0.3	40	1.5
Attractions in Area	0	0.0	36	1.7	3	0.8	39	1.4
Antique Cars	4	2.1	38	1.8	1	0.3	43	1.6

Raft Race	0	0.0	2	0.1	0	0.0	2	0.1
Charlottetown Summer Festival	13	6.9	416	19.5	3	0.8	432	15.9
View Indian Artifacts	3	1.6	69	3.2	6	1.5	78	2.9
Take Pictures	2	1.1	59	2.8	17	4.3	78	2.9
Visit Province House	0	0.0	9	0.4	6	1.5	15	0.6
View Animals	0	0.0	40	1.9	3	0.8	43	1.6
To Fish	3	1.6	33	1.6	1	0.3	37	1.4
Enjoy Historic Things	34	18.1	289	13.6	56	14.0	379	14.0
Enjoy Car Races	0	0.0	3	0.1	1	0.3	4	0.1
Buy Lobsters	2	1.1	11	0.5	0	0.0	13	0.5
General Relaxation	2	1.1	47	2.2	0	0.0	49	1.8
Anne Books	36	19.1	285	13.4	33	8.3	354	13.0
Buy Souvenirs & Crafts	15	8.0	68	3.2	14	3.5	97	3.6
Information from Reading Literature	7	3.7	100	4.7	9	2.3	116	4.3
Sightseeing	33	17.6	449	21.1	221	55.4	703	25.9
Swimming	3	1.6	75	3.5	0	0.0	78	2.9
Personal Enjoyment	54	28.7	536	25.2	17	4.3	607	22.4
Visit Beaches	27	14.4	215	10.1	0	0.0	242	8.9
Observe Island Culture	2	1.1	23	1.1	2	0.5	27	1.0
Eat Seafood	8	4.3	239	11.2	1	0.3	248	9.1
Observe Boats, Fishermen, etc.	4	2.1	16	0.8	0	0.0	20	0.7
To See Capital City	3	1.6	120	5.6	54	13.5	177	6.5
Meet Friends & Relatives	1	0.5	16	0.8	6	1.5	23	0.8
Entertain Children	4	2.1	205	9.6	1	0.3	210	7.7
See Miniature Castles, etc.	5	2.7	154	7.2	20	5.0	179	6.6
Entertainment	1	0.5	37	1.7	13	3.3	51	1.9
Collect Seashells	0	0.0	5	0.2	0	0.0	5	0.2
Windsurfing	0	0.0	3	0.1	0	0.0	3	0.1
Sailing	0	0.0	3	0.1	0	0.0	3	0.1
Kayaking	0	0.0	3	0.1	0	0.0	3	0.1
Accommodations	0	0.0	7	0.3	0	0.0	7	0.3
TOTAL	188	100.0	2128	100.0	399	100.0	2715	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than 1 response was given.

IV.J. SOURCE OF INFORMATION FOR ATTRACTION

	SPRING		SUMMER		FALL		TOTAL	
RESPONSE	Parties	%	Parties	%	Parties	%	Parties	%
TV Ads on P.E.I.	6	3.2	129	6.1	10	2.5	145	5.4
PEI Tourist Literature	53	28.5	1505	70.9	158	39.8	1716	63.4
Friends & Relatives	101	54.3	1139	53.6	100	25.2	1340	49.5
Basic Education	46	24.7	397	18.7	32	8.1	475	17.5
Art Catalog	0	0.0	10	0.5	1	0.3	11	0.4
AAA Literature	24	12.9	683	32.2	151	38.0	858	31.7
Anne Books	40	21.5	337	15.9	66	16.6	443	16.4
Newspaper Inserts	1	0.5	26	1.2	1	0.3	28	1.0
TV Movie Anne	23	12.4	209	9.8	18	4.5	250	9.2
N.S. Tourist Information Center	1	0.5	9	0.4	2	0.5	12	0.4
Atlantic Tour Book	6	3.2	29	1.4	18	4.5	53	2.0
Travel Agent - Unspecified	3	1.6	9	0.4	0	0.0	12	0.4
Ontario Auto Association	0	0.0	4	0.2	1	0.3	5	0.2
Tourist Information Centre - Unspecified	5	2.7	84	4.0	0	0.0	89	3.3
National Geographic	3	1.6	6	0.3	0	0.0	9	0.3
Toronto Star	1	0.5	2	0.1	0	0.0	3	0.1
Magazine Unspecified	2	1.1	23	1.1	0	0.0	25	0.9
Pictures in Magazines, Posters	1	0.5	21	1.0	2	0.5	24	0.9
Phoned Confederation Center	0	0.0	47	2.2	1	0.3	48	1.8
PEI VIC - Mail Package	11	5.9	61	2.9	18	4.5	90	3.3
CAA Literature	2	1.1	48	2.3	10	2.5	60	2.2
PEI Map	3	1.6	41	1.9	73	18.4	117	4.3
Modern Maturity	0	0.0	5	0.2	1	0.3	6	0.2
Star-Weekly	0	0.0	1	0.0	0	0.0	1	0.0
Exxon Atlas	0	0.0	3	0.1	0	0.0	3	0.1
P.E.I. Information - Japan	0	0.0	3	0.1	3	0.8	6	0.2
Travel & Leisure	2	1.1	0	0.0	0	0.0	2	0.1
MacLeans Magazine	1	0.5	1	0.0	0	0.0	2	0.1
Alberta Motor Association	0	0.0	3	0.1	0	0.0	3	0.1
Fodors Travel Guide	0	0.0	9	0.4	0	0.0	9	0.3
Radio Advertising	0	0.0	18	0.8	2	0.5	20	0.7
Chatelaine	0	0.0	5	0.2	0	0.0	5	0.2
TOTAL	186	100.0	2124	100.0	397	100.0	2707	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than 1 response was given.

IV.K. ACTIVITIES PLANNED

RESPONSE	SPRING Parties	%	SUMMER Parties	%	FALL Parties	%	TOTAL Parties	%
Sightsee	233	73.7	2183	73.8	622	97.2	3038	77.6
Eat Seafood	62	19.6	320	10.8	162	25.3	544	13.9
Visit Fishing Villages	1	0.3	19	0.6	7	1.1	27	0.7
Visit Friends & Relatives	14	4.4	93	3.1	25	3.9	132	3.4
Horseback Riding	7	2.2	49	1.7	2	0.3	58	1.5
Visit Attractions	7	2.2	80	2.7	2	0.3	89	2.3
Shop in Stores	14	4.4	238	8.0	60	9.4	312	8.0
Go to the Beach	55	17.4	656	22.2	15	2.3	726	18.5
Take Pictures	18	5.7	171	5.8	54	8.4	243	6.2
Tuna Fishing	0	0.0	13	0.4	2	0.3	15	0.4
Visit Green Gables in Cavendish	1	0.3	38	1.3	62	9.7	101	2.6
Attend Charlottetown Festival	3	0.9	64	2.2	2	0.3	69	1.8
Visit National Park	1	0.3	6	0.2	2	0.3	9	0.2
Swim	6	1.9	223	7.5	0	0.0	229	5.8
Talk to Local People	6	1.9	106	3.6	8	1.3	120	3.1
Visit Historic Sites	2	0.6	69	2.3	10	1.6	81	2.1
Sunbathe	4	1.3	50	1.7	0	0.0	54	1.4
Go Camping	13	4.1	80	2.7	3	0.5	96	2.5
Trout Fishing	16	5.1	118	4.0	2	0.3	136	3.5
Deep Sea Fishing	11	3.5	128	4.3	5	0.8	144	3.7
Golf	24	7.6	131	4.4	9	1.4	164	4.2
Tennis	1	0.3	23	0.8	0	0.0	24	0.6
Visit Clubs/Lounges	4	1.3	33	1.1	4	0.6	41	1.0
Biking	7	2.2	65	2.2	4	0.6	76	1.9
Buy Antiques	6	1.9	45	1.5	5	0.8	56	1.4
Bird Watching	2	0.6	22	0.7	3	0.5	27	0.7
Sailing	0	0.0	23	0.8	1	0.2	24	0.6
Visit Towns & Cities	0	0.0	23	0.8	3	0.5	26	0.7
General Relaxation	18	5.7	233	7.9	5	0.8	256	6.5
Lobster Suppers	94	29.7	684	23.1	262	40.9	1040	26.6
Windsurfing	1	0.3	47	1.6	0	0.0	48	1.2
Hiking	2	0.6	54	1.8	5	0.8	61	1.6
Have a Meal	24	7.6	104	3.5	7	1.1	135	3.4
Clam Digging	2	0.6	30	1.0	1	0.2	33	0.8
Visit Farms	4	1.3	33	1.1	3	0.5	40	1.0
Horse Races	2	0.6	10	0.3	1	0.2	13	0.3
Visit Craft Shops/Gift Shops	1	0.3	151	5.1	58	9.1	210	5.4
Visit Museums	2	0.6	47	1.6	11	1.7	60	1.5
Observe the Buffalo	2	0.6	13	0.4	0	0.0	15	0.4
Waterslides	0	0.0	28	0.9	0	0.0	28	0.7
Go-Carts	0	0.0	19	0.6	0	0.0	19	0.5
Visit Flower Gardens	0	0.0	10	0.3	1	0.2	11	0.3
Art Show	0	0.0	6	0.2	0	0.0	6	0.2
Collect Seashells	3	0.9	27	0.9	3	0.5	33	0.8
Pick Strawberries	0	0.0	8	0.3	0	0.0	8	0.2
Whale/Seal Watching	0	0.0	7	0.2	2	0.3	9	0.2
Visit City Parks	0	0.0	11	0.4	0	0.0	11	0.3
Canoeing	0	0.0	23	0.8	0	0.0	23	0.6
Scene Painting	0	0.0	10	0.3	2	0.3	12	0.3
Other	5	1.6	63	2.1	130	20.3	198	5.1
TOTAL	316	100.0	2959	100.0	640	100.0	3915	100.0

Note: The percentages and total parties are based on respondents not responses.
In some cases more than 1 response was given.

1986 VISITOR SURVEY - INBOUND

P.E.I. DEPARTMENT OF TOURISM AND PARKS NO. $_{1}$ _____

Interviewer $_{5}$ ___ Day $_{6}$ ___ Month $_{8}$ ___ Terminal $_{10}$ ___ M or F $_{11}$ ___

1. Is this your first visit to Prince Edward Island? 1) yes 2) no
   (If no, discontinue)

2. Do you consider this a pleasure trip?
   (If no, discontinue)

3. What is your place of residence?

$_{12}$ _____
CITY/TOWN/COMMUNITY

$_{42}$ _____
PROVINCE/STATE

$_{72}$ _____
COUNTRY OTHER THAN CANADA/USA

82 ___

4. Indicate Type of Vehicle:

   1) car only
   2) pick-up truck only
   3) motorhome
   4) truck camper
   5) travel trailer
   6) tent trailer
   7) van
   8) other _____

84 ___

5. a) How many people are in your group?

85 ___

   b) Which of the following categories best describes your party composition?

   1) one person alone
   2) one family with children
   3) two families with children
   4) organized group
   5) one couple alone
   6) two or more couples
   7) group of friends
   8) other

87 ___

6. In which of the following age groups do you belong?

   1) under 20
   2) 20 - 24
   3) 25 - 29
   4) 30 - 34
   5) 35 - 39
   6) 40 - 44
   7) 45 - 54
   8) 55 - 64
   9) 65 and over

88 ___

7. a) What is your occupation? _____

89 ___

   b) What is the occupation of the main income earner in your group?

_____

91 ___

8. Which of the following would best describe the main purpose of your trip to Prince Edward Island?

1) visiting friends and relatives
2) beach/water activities
3) cultural vacation
4) land recreation
5) sporting events
6) getting away from it all
7) sightseeing
8) other _____ 93

9. Do you consider this:

1) A Canadian Vacation?
2) Part of a Maritime vacation? (i.e. Nova Scotia, New Brunswick, & P.E.I.)
3) A P.E.I. vacation?
4) Other _____ 94

10. What made you first consider visiting P.E.I.?

_____

_____ 95

11. a) What, most of all, influenced your decision to visit P.E.I.?

_____

_____ 97

b) Do you recall seeing advertising in magazines or newspapers about Prince Edward Island?
1) Yes 2) No
(If yes continue, otherwise skip to Q12) 99

c) What was the name of the newspaper or magazine?

_____ 100

d) Did it influence your decision to visit Prince Edward Island?
1) Yes 2) No 102

12. When did you actually decide to come to P.E.I.?

1) **0 - 2 weeks** before leaving home
2) **2 weeks - 2 months** before leaving home
3) **2 - 4 months** before leaving home
4) **4 - 8 months** before leaving home
5) **more than 8 months** before leaving home
6) while on this trip **in New England**
7) while on this trip **outside Maritimes**
8) while on this trip **in Maritimes** 103

13. a) Have you obtained any P.E.I. tourist literature? 1) Yes 2) No
(If yes continue, otherwise skip to Q14) 104

b) Where did you obtain the P.E.I. tourist literature?

1) _____ 105

2) _____ 107

14. a) Will you be staying overnight in P.E.I.? 1) Yes 2) No
(If yes continue, otherwise skip to Q15) 109

b) Have you made accommodation reservations on P.E.I.? 1) Yes 2) No
(If yes continue, otherwise skip to Q14d) 110

c) What type of accommodation will you be staying in?

1) hotel/motel
2) cabin/cottage
3) tourist home/farm tourist home
4) farm vacation home
5) vacation home
6) home of friends/relatives
7) federal campground
8) provincial campground
9) commercial campground
10) other 111

d) How long do you expect to stay in P.E.I.? 113

15. a) Would you please describe what you picture P.E.I. to be like?

1) _____ 115

2) _____ 117

3) _____ 119

b) What do you expect Prince Edward Island's

1) Landscape to be like? _____

_____ 121

2) Its beaches? _____

_____ 123

3) Its people? _____

_____ 125

4) Its restaurants? _____

_____ 127

5) How big do you think P.E.I. is? _____

_____ 129

6) Do you know what its population is? _____

_____ 131

7) Do you know what its main industries are? _____

_____ 133

8) How modern do you expect P.E.I. to be? _____

_____ 135

16. a) Do you have any destinations on P.E.I.? 1) Yes 2) No
(i.e. county, region, town, village, etc.)
(If yes continue, otherwise skip to Q17) 137

b) Please specify your destination, reason for choice, and source of information.

1) Destination one: _____ 138

Reason for choice: _____ 141

Source of information: _____ 144

2) Destination two: _____ 147

Reason for choice: _____ 150

Source of information: _____ 153

3) Destination three: _____ 156

Reason for choice: _____ 159

Source of information: _____ 162

4) Destination four: _____ 165

Reason for choice: _____ 168

Source of information: _____ 171

5) Destination five: _____ 174

Reason for choice: _____ 177

Source of information: _____ 180

6) Destination six: _____ 183

Reason for choice: _____ 186

Source of information: _____ 189

17. a) Are there any attractions on P.E.I. which you are particularly interested in visiting?
1) Yes 2) No
(i.e. beach, church, theatre, fishing port, playground, etc.)
(If yes continue, otherwise skip to Q18) 192

b) Please specify the attractions, reason for choice, and source of information.

1) Attraction one: _____ 193

Reason for choice: _____ 196

Source of information: _____ 199

2) Attraction two: _____ 202

Reason for choice: _____ 205 _____

Source of information: _____ 208 _____

3) Attraction three: _____ 211 _____

Reason for choice: _____ 214 _____

Source of information: _____ 217 _____

4) Attraction four: _____ 220 _____

Reason for choice: _____ 223 _____

Source of information: _____ 226 _____

5) Attraction five: _____ 229 _____

Reason for choice: _____ 232 _____

Source of information: _____ 235 _____

6) Attraction six: _____ 238 _____

Reason for choice: _____ 241 _____

Source of information: _____ 244 _____

18. a) What do you expect to do while on P.E.I.?
(i.e. go to the beach, go to a lobster supper, windsurf, golf, etc.)

1) _____ 247 _____

2) _____ 249 _____

3) _____ 251 _____

4) _____ 253 _____

5) _____ 255 _____

6) _____ 257 _____

19. Address

259 FIRST NAME 273 SURNAME

289 STREET ADDRESS

319 POSTAL CODE 325 TELEPHONE

METHODOLOGY

The 1986 Inbound Visitors Survey was conducted between May 15 and October 31, 1986. For planning purposes the May to October period was divided into three seasons identical to those used in the main tourist exit surveys conducted since 1970.

SEASON	PERIOD	NUMBER OF DAYS
Spring	May 15 - June 11	28
Summer	June 12 - September 12	93
Fall	September 13 - October 31	49
	TOTAL	170

In 1986 4,060 good records were processed. Survey information was obtained through personal interviews, with all questionnaires being completed by the interviewers who had received advance instruction in interview techniques, interpretation of the questionnaire, coding procedures, etc.

The population under study was limited to first-time visitors entering via Cape Tormentine, N.B. or Caribou, N.S., travelling by auto, pick-up truck or recreation vehicle. Interviews were conducted five days a week between the hours of 8:00 A.M. and 6:00 P.M. in accordance with a schedule of days established in advance. This schedule was drawn up to ensure that appropriate numbers of various types of travel days were sampled. For this survey, and for the ongoing series of exit surveys, days are considered to have varying characteristics insofar as travel is concerned and are treated as falling into the following basic groupings:

(a) Sundays and holiday Mondays;

(b) Mondays, Fridays, Saturdays and Sundays that immediately precede holiday Mondays;

(c) Tuesdays, Wednesdays and Thursdays.